


**To:** Reeder, John[Reeder.John@epa.gov]  
**From:** Glean.info  
**Sent:** Thur 6/15/2017 1:21:35 PM  
**Subject:** Newsletter: Learning Snapchat Metrics -- Winning in the 'Wild West' of Measurement

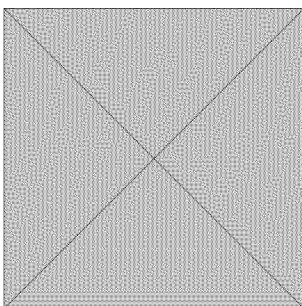
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## June 2017 Issue 2

 *Media Measurement News* is a weekly educational newsletter published by Glean.info, the media monitoring and measurement service, for professionals in public relations (PR), marketing, competitive intelligence and communications. Glean.info was previously CyberAlert LLC.

"There are no traffic jams along the extra mile."  
— *Roger Staubach*

### Learning Snapchat Metrics: Winning in the 'Wild West' of Measurement



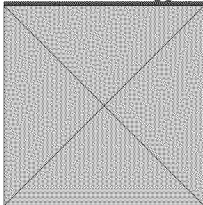
**69%** of C-level executives say their company's marketing strategy is effective; only **55%** of marketers agree. (*HubSpot*) — [Tweet this!](#)

**72%** of journalists say they track how often their stories are shared on social media. (*Muck Rack*) — [Tweet this!](#)

Image source: Ben Phillips via Flickr

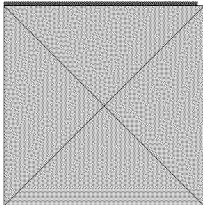
Although Snapchat's lack of formal, within app analytics poses a challenge to brands, marketers can still employ social media measurement techniques to learn how their snaps resonate with their customers. Measurement on Snapchat may require more effort than on other platforms, but is well worth the invested time if marketers learn how to improve their Snapchat campaigns. [Read More »](#)

### **How to Combine SEO & Influencer Marketing for Outsized Results**



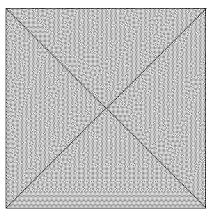
Although influencer marketing has become a well-established PR and marketing strategy, many brands don't pursue its potentially substantial SEO benefits. The right influencers can help improve a brand's domain authority and search results, leading to more website traffic and conversions. [Read More »](#)

### **How to Get Customer Testimonials that Drive Sales**



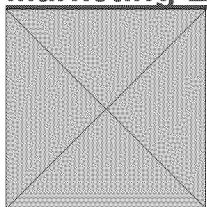
Customer testimonials bring credibility, authority and more customers - but only when done well. These tips can help create testimonials that break down any roadblocks prospects have about purchasing your products. [Read More »](#)

### **New Guide on Media Measurement & Analytics Offers Wealth of Valuable Insights**



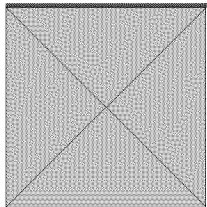
The free ebook 2017 Ultimate Guide to Media Measurement for PR & Marketing offers in-depth advice from leading experts on proving and improving the value of PR and marketing. With 26 separate articles, the handbook's content provides valuable insights into top media monitoring trends and tips on effective social media monitoring & measurement. Professionals in PR, marketing, competitive intelligence and other sectors can benefit from the guide's superb content. [Read More »](#)

### **The Chasm Between Staff & the C-Level on Marketing Effectiveness**



A disconnect between C-level executives and lower-level marketers, revealed in a recent survey, surprised industry observers. The widely disparate opinions about the effectiveness of their company's marketing strategies could harm sales and company morale, experts warn. [Read More »](#)

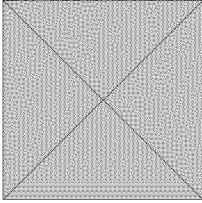
### **Tricks of the PR Trade: How to Get Journalists' Attention**



Both freelance and staff journalists typically track social media shares of the articles they've written. That means engagement with journalists on Twitter, their favorite network, can help develop strong media relationships. [Read More »](#)

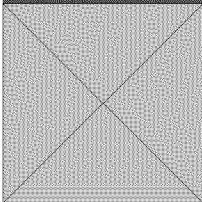


## **Improve Your Media Monitoring & Web Searches with Advanced Search Operators**



Advanced search operators are invaluable for searching the web. Almost everyone can benefit from using advanced operators such as "AND", "OR", "AND NOT" and many others when making online searches or when using a media monitoring service to get daily results from an ongoing search. Searching with advanced operators is actually quite easy - and search results are far better than simple keyword searches. [Read More »](#)

## **Aggressive Plans to Kill AVEs as PR Metric Draw Praise - and Skepticism**



Aggressive efforts to eradicate advertising value equivalencies as a communications metric is controversial among PR professionals. Some say disciplinary actions aimed at those who use the AVEs metric is going too far, while they agree that AVEs are not a valid metric. [Read More »](#)



## **Top 10 Tips to Stay Secure Online While Traveling this Summer**

**24BY7 Security**

## **Artificial Intelligence 2017: Top 100 Influencers, Brands and Publications**

**Onalytica**

## **The Communications Pro's Guide to Effective Word Choice**

**Spin Sucks**

**How to Split Your Screen and Manage Your Work in Windows 10**

**Digital Trends**

**9 Ways to Protect Your Customers' Data and Keep Them in the Loop**

**TNW**



**Webinar:** Spend Less, Achieve More: Why You Should Embrace the Customer Data Platform Evolution, June 14 at 3 p.m. Presented by Marketing Week. Free.

**Webinar:** The Content Formula: How to Create and Measure Content That Converts, June 15 at 12 p.m. Eastern. Sponsored by MarketingProfs. Free for MarketingProfs Pro members.

**Webinar:** Protect Your Organization Against FTC Crackdowns Using Internal Comms, June 20 at 12 p.m. Eastern. Sponsored by WOMMA.

**Webinar:** From Data to Insight to Action: Reaching Social Intelligence Maturity, June 20 at 11 a.m. Eastern Presented by Digimind.

**Webinar:** How to Use Webinars to Increase Customer Engagement, June 21 at 1 p.m. Eastern time. Presented by MarketingProfs. Free.

**Webinar:** Rules of Engagement for Influencer Marketing, July 12 at 1 p.m. Eastern, Sponsored by WOMMA.

**Webinar:** 5 Ways to Protect and Grow Your PR Budget in a Digital Comms Playground, Sponsored by the PRSA. Free for members.

**Conference:** Content Marketing World, Sept. 5-8 at the Huntington Convention Center in Cleveland, OH. \$2,395 for regular all-access pass.

**Conference:** Inbound 2017, Sept. 25 to 28 at the Boston Convention & Exhibition Center. Presented by HubSpot. \$1,299 for an all-access pass through July 15

**Conference:** PRSA International Conference, Oct. 8-10 at the Boston Marriott Copley Place. PRSA member regular rate: \$1,495.

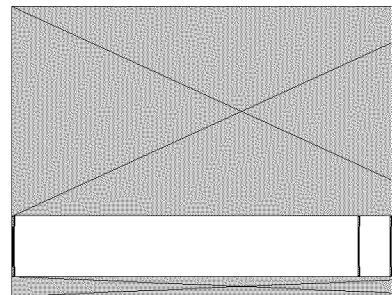
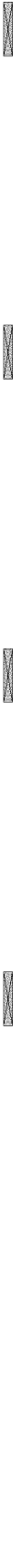
**Conference:** B2B Marketing Forum, Oct. 3-6 at the Westin Boston Waterfront. Presented by MarketingProfs. All-access pass \$2,295.

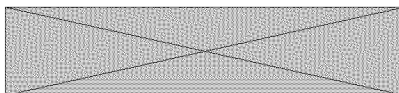
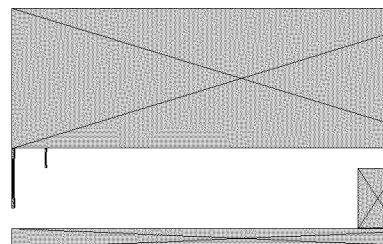
Social Media Monitoring & Measurement Methods  
that Produce Actionable Insights for Marketing & PR  
The Benefits of Social Media Analytics  
10 Main Components of a First-Class Press Kit  
The New Must-Have PR Skills  
10 Top Technology Tools for Public Relations Pros  
8 Ways Law Firms Benefit from Media Monitoring

The listing for this issue includes PR job openings and marketing positions — with detailed job descriptions for each. Readers are invited to submit job postings to [jobpostings@cyberalert.com](mailto:jobpostings@cyberalert.com).

Internship: PR Writer / Social Media Marketing -  
Glean.info, Stratford, CT  
Public Relations Director - Anthem, Inc., Thousand  
Oaks, CA  
Public Relations Manager - USO, Arlington, VA  
Manager, Communications & Public Relations -  
Shedd Aquarium, Chicago, IL  
Specialist, Public Relations & Communications -  
American College of Rheumatology, Athens, GA  
Public Affairs Specialist - NSA, Fort Meade, MD  
Government Relations - Western Connecticut Health  
Network, Danbury, CT  
Assistant Director Athletic Media Relations -  
University at Albany, Albany, NY

Marketing & Communications Manager - WestSide  
Baby, Seattle, WA  
Digital Media Specialist - BioBridge Global, San  
Antonio, TX  
Senior Marketing Communications Analyst -  
Bridgestone Nashville, TN  
Digital Marketing Analyst - Academic Partnerships,  
Dallas, TX  
Content Marketing Data Analyst - InfoScout, San  
Francisco, CA  
Marketing Communications Manager - Greater  
Baltimore Medical Center, Baltimore, MD





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